



News Release

Attorney General Robert E. Cooper, Jr.

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COURT ENJOINS BLUEHIPPO, ISSUES \$1 MILLION ASSET FREEZE IN STATE SUIT FOR ALLEGED DECEPTIVE CLAIMS

Shelby County Chancellor Walter Evans has ordered a temporary injunction to last six months until trial and a \$1 million asset freeze in a lawsuit Tennessee filed against several related businesses alleged to have made false statements to lure low-income and credit-challenged consumers to use their financing services for electronic items while failing to disclose the exact terms of the agreements.

Attorney General Bob Cooper, on behalf of Mary Clement, the Director of the Division of Consumer Affairs, named in the civil lawsuit BlueHippo Funding, LLC, a Maryland corporation, BlueHippo Capital, LLC, Virginia, a Virginia corporation, and BlueHippo Capital, LLC, Nevada, a Nevada corporation. The businesses, which operate under the names "BlueHippo," "Digital Boulevard," www.bluehippo.com, www.approvalpc.com and www.bigbluead.com, have allegedly sold computers and other electronics to at least 4,500 Tennesseans, many of whom are on fixed or limited incomes and/or have poor credit.

The prices are alleged to be up to three times higher than what consumers would pay if they bought the product directly from the electronics outlet. The defendants are alleged to have made false statements about the so-called "free" items, about the exact terms of their offers, including the claim that no "credit checks" are required, and failed to disclose key terms of their offer to consumers. The State has previously filed two motions against BlueHippo for its failure to comply with pre-filing investigative subpoenas for information.

"We are pleased with this ruling," General Cooper said. "This is an important step to helping consumers."

Chancellor Evans has ordered the defendants to stop engaging in unlawful activities in violation of the Consumer Protection Act. The defendants are ordered to pay \$1 million into an account to be administered by the court within 30 days. He has set a trial in the case for June 1.

If you have purchased a product from BlueHippo and had a problem or complaint regarding your experience with these companies, please contact the Attorney General's Office at (615) 741-1671 or toll free within Tennessee at 1-877-275-7396. The State is still trying to determine how many consumers across the state may have sent payments to BlueHippo. For more information on this lawsuit, please visit the Tennessee Attorney General website: <http://www.tn.gov/attorneygeneral/> then click on Office Information and Cases of Interest. Consumers with complaints about individuals or businesses engaged in unfair or deceptive trade practices should contact the Tennessee Division of Consumer Affairs at 1-800-342-8385 (toll-free inside Tennessee) or (615) 741-4737.